

Demographic information for year 2000 is primarily taken from the U.S. Census Bureau's 2000 Census. Information for year 2007 is taken from the Census Bureau's 2007 American Community Survey (ACS) as well as Claritas Site Reports. The ACS is a yearly nationwide survey of geographic areas. However, unlike the decennial censuses, which are more comprehensive in scope and occur every ten years, the American Community Survey provides limited information. In demographic, housing, or economic categories that the ACS does not have information, data was commercially purchased from Claritas Inc. in the form of Site Reports.

Other sources of information relied upon to supplement these data include the California Department of Finance, the California Housing Partnership Corporation, and the Association of Bay Area Governments (ABAG). Various other sources (both private and public) were also used. Wherever possible, data from the City or County were used to facilitate an understanding of local needs and conditions.

It is worthy of note that on some occasions, data in one section may not match with those found in another section. This is because the data may originate from different sources. For example, "Projections 2007" from ABAG has a different population estimate from the Census Bureau's 2007 American Community Survey. Generally, this Housing Element uses the most recent data available.

I.6 Public Outreach

State law requires cities and counties to make a diligent effort to achieve participation by all segments of the community in preparing a Housing Element. Section 65583(c)(6) of the California Government code specifically requires that "the local government shall make a diligent effort to achieve public participation of all economic segments of the community in the development of the housing element, and the program shall describe the effort".

To meet the requirements of State law, the City of San Pablo has conducted a number of public outreach efforts to ensure the sharing of information and ideas between elected and appointed officials, City staff, planning consultants, and residents. These included public meetings with the City Council and Planning Commission, mail-in surveys, interviews, as well as community workshops to discuss the challenges and priorities associated with housing production and rehabilitation. Preceding the community workshops, the City conducted extensive public outreach about the meetings by mailing residents notices and advertising in local newspapers. In addition to this outreach, City staff also posted information about the Housing Element Update on the City Website. Altogether, a multi-faceted approach was used to ensure the community's full participation. The City's public outreach efforts have included the following:

- Regular meetings and workshops with the City Council, the Planning Commission, and the General Plan Advisory Committee and a specific Planning Commission study session on this Housing Element, open and advertised to the public;
- A Visioning Workshop attended by residents, was conducted on April 9, 2009 at the San Pablo City Council Conference Room. During the workshop, City staff and residents exchanged ideas about what they liked in San Pablo and their visions for the future. Part of the workshop included group discussions of what types of housing are desirable and their relative mix in San Pablo.

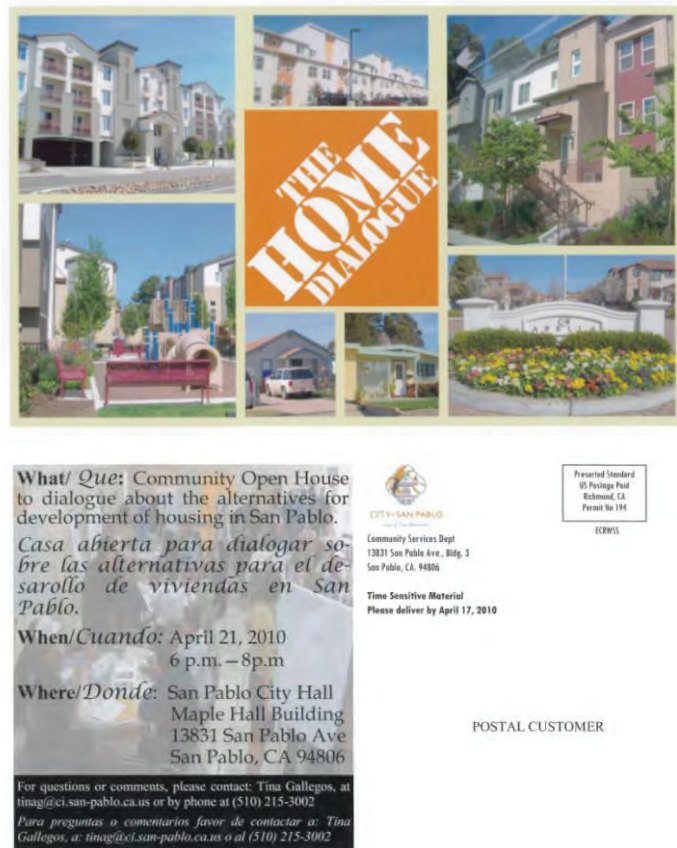
- A Community BBQ and workshop was conducted on June 11, 2009 at the Davis Park Auditorium to discuss General Plan Alternatives. A total of 98 residents and City elected officials and staff attended. During the event, residents were divided into small groups with City staff and officials to engage in a broad discussion of General Plan issues – one discussion topic centered on what alternative plan the residents think might best meet the City’s housing need, and another asked the residents the type of development they would like to see in various housing opportunity sites.
- An Open House was held on April 21, 2010 at City Hall to obtain feedback on housing goals, policies and new program initiatives. The City presented background information on the Housing Element process and an overview of the current housing needs in the community. City staff then reviewed San Pablo’s current housing programs and affordable housing activities. Several ‘Housing Stations’ were set up to provide information on particular housing topics, so participants can focus on topics of greatest interest. City staff was available at each station to help answer any questions from the attendees. A Q&A Housing Feedback form was also handed out so attendees could provide input on what they see as the key housing needs facing San Pablo. The response from the event was overwhelmingly positive with feedback covering a wide range of topics, from the need for more mixed-use housing to aid for lower income groups. Some ideas received from the Open House were later incorporated into the Housing Element. Appendix D shows a summary of feedback forms received by City staff and posters shown at each Housing Station.

Spanish translation was provided to non-English speakers to follow the presentation and housing questionnaires were prepared in English and Spanish to facilitate community input. Besides City officials, City staff, members of the General Plan Advisory Committee, and consultants, attendees included residents, non-resident workers, as well as community organizers and housing advocates.

- Stakeholder interviews were conducted with representatives from City staff, AC Transit, West Contra Costa Transportation Advisory Committee, the County Public Health Department, youths, public health groups, and builders and developers in San Pablo on April 30, 2009 and May 1, 2009 to discuss their concerns and wishes for the General Plan, including the Housing Element;
- Two specific plan workshops have been held for the design of the San Pablo Avenue corridor. Different housing possibilities for the area were discussed, including density options, the idea of housing as part of a mix of uses, condominiums, and affordable housing options. Potential locations for future student housing were also discussed.
- A mail-in survey of San Pablo residents as part of the General Plan was conducted from July to August 2008. A total of 166 residents responded to the survey.

At all the public workshops, a Spanish translator was present to assist residents who do not speak English. Newsletters and handouts were also made available in both English and Spanish.

Comments received at public workshops, the open house, and stakeholder interviews were incorporated into policy and program development.



The City sent out postcards to invite residents to attend the Housing Element Open House on April 21, 2010.

I.7 Review by State HCD

To obtain certification, housing elements must be submitted for rigorous HCD review. This certification process is unique among General Plan elements.

Housing elements are most often submitted at least twice to HCD for review and comment: once during development of the housing element (in draft form), and again after adoption of the housing element by the local jurisdiction. The first review period requires 60 days and must take place prior to the adoption deadline. The second review requires 90 days and takes place after the adoption deadline. It is after the second review that written findings regarding compliance are submitted to the local government.

For this update, the City made the initial submittal to HCD on April 26, 2010. HCD provided unofficial feedback beginning in late May. Dyett & Bhatia, on behalf of the City, submitted an interim draft to HCD in early June 2010 to address those comments. Subsequently, HCD sent out an official letter on June 25, 2010 with its remaining comments. Changes in this Housing Element are made in response to those comments.

Appendix D: Community Open House Materials

The City of San Pablo conducted a Community Open House on April 21, 2010 at City Hall to obtain feedback on housing goals, policies and new program initiatives. The City presented background information on the Housing Element process and an overview of the current housing needs in the community. City staff then reviewed San Pablo's current housing programs and affordable housing activities. Several 'Housing Stations' were set up all around event space to provide information on particular housing topics, so participants can focus on topics of greatest interest. City staff was available at each 'Station' to help answer any questions from the attendees. A Q&A Housing Feedback form was also handed out so attendees can provide input on what they see as the key housing needs facing San Pablo. The response from the event was overwhelmingly positive, with feedback covering a wide range of topics from the need for more mixed-use housing, to increased aid for lower-income groups. Some ideas received from the Open House were later incorporated into the Housing Element. Included on the following pages are:

- 1) Summary of feedback forms received by City staff; and
- 2) Posters prepared by City staff for each Housing Station.

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Summary of Feedback Forms Received during the Community Open House

18 total feedback forms received

1: Housing Needs

Q: Do housing options in the city meet your needs? (Please select one)

56% Yes 33% No 1% Not sure (explain) _____

2: Affordable Housing

Q: Do you think it is hard to find cheap, affordable housing in San Pablo? (Please select one)

44% Yes 33% No 23% Not sure explain: [See comment below]

- Have not needed to search

Q: What types of affordable housing are needed in San Pablo? (Please select one or more)

22% Condominiums 22% Town Homes 66% Large Family Units
1% Low-rent Apartments 28% Others (explain) [See comments below]

- Allow existing homes to remain, encourage homeowners to remain owners by ceasing harassing homeowners.
- Allow existing homes to remain and stop harassing homeowners.
- Larger modern homes and yards.
- San Pablo is affordable city comparing to the rest of the Bay Area.
- None. San Pablo is already the most affordable place to live in the Bay Area.

3: Constraints

Q: What do you think the City can do to help make housing more affordable? (Please select one or more)

61% Provide financial assistance to low-income households 33% Provide technical assistance to private loan applications 33% Promote development of affordable housing

28% Other (specify) [See comments below]

- Provide jobs.
- Lower taxes.
- Need to help people stay in city as their incomes improve. Also better housing for people employed by city, hospital and business.
- No Social Security. (2)

Q: Are there any other problems to finding housing in San Pablo (for example, discrimination, poor quality, lack of bank loans, etc, please explain)?

- Bank loans not available.
- You must give less power to code enforcement and work with people.
- City harassment of existing homeowners must stop. Less power needs to be given to San Pablo Police Code Enforcement.
- Good quality homes don't seem to exist in San Pablo unless they are new.
- Poor quality—City allowing business to move into housing areas with trucks.
- There are too many people in San Pablo. We need to figure out how to reduce the number of housing units to people.
- Bad quality. (2)
- Racial discrimination.

4: Housing Sites

Q: Besides the sites shown on the Housing Sites map, are there other places where you would like to see multifamily housing built? (Please select one)

56% No, there is enough multifamily housing

17% Yes (Where? Select below)

11% San Pablo Avenue

1% 23rd Street

17% Rumrill Boulevard

1% Broadway Avenue

1% Others (explain) Throughout the entire city

SAN PABLO GENERAL PLAN UPDATE

Introduction to the Housing Element

What is a Housing Element?

The goal of the Housing Element is to facilitate the production of different types of housing at all income levels.

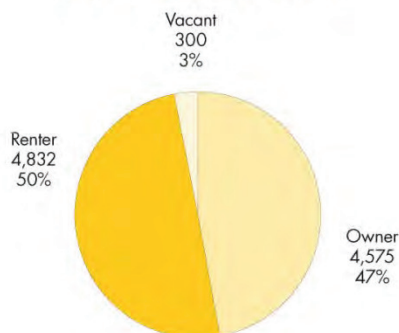
The Basics—

- 1 of 7 required General Plan elements
- Must be updated every 5 years; recent State law change will make the cycle 4 or 8 years
- Cities are not obligated to actually produce housing units; rather they must show that they have created conditions in which housing for all income groups can be built

Required Topics—

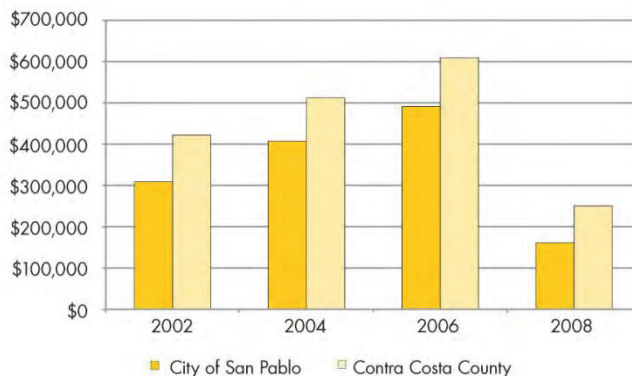
- **Housing Needs Assessment**—based on population trends and projections
- **Special Needs Groups**—Elderly, Disabled, Large Families, Female-Headed Households, Farmworkers, and the Homeless
- **Constraints**—governmental (e.g. zoning, development fees), environmental (e.g. floodplains, fault lines), or market (e.g. availability of financing).
- **Land Inventory**—which specific parcels of land could contribute to the City's housing stock?
- **Program Accomplishments**—what the City has done to promote the production of housing affordable to all since the last Housing Element
- **Housing Goals, Policies and Programs**—how the City will promote housing affordable to all

San Pablo Housing Units by Tenure (2007)



Source: California Department of Finance
2008, Claritas, 2007

Average Home Sales Prices in San Pablo and Contra Costa County, Recent Years

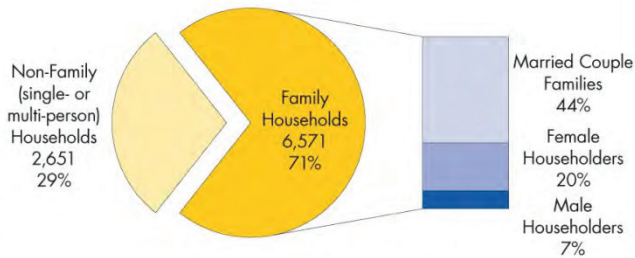


Source: California Association of Realtors, 2009

SAN PABLO GENERAL PLAN UPDATE

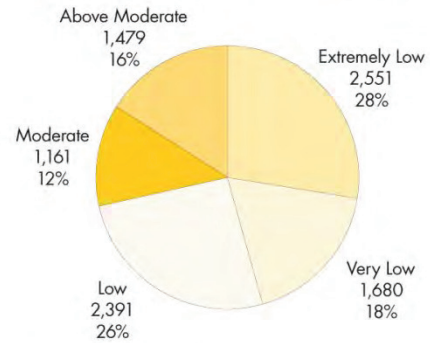
Introduction to the Housing Element

Household Types in San Pablo (2007)



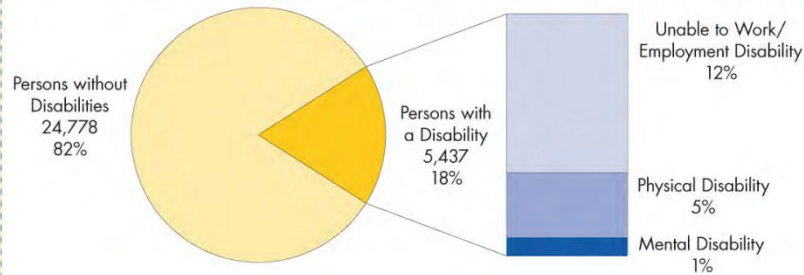
Source: Claritas, 2007.

San Pablo Households by Income Category (2007)



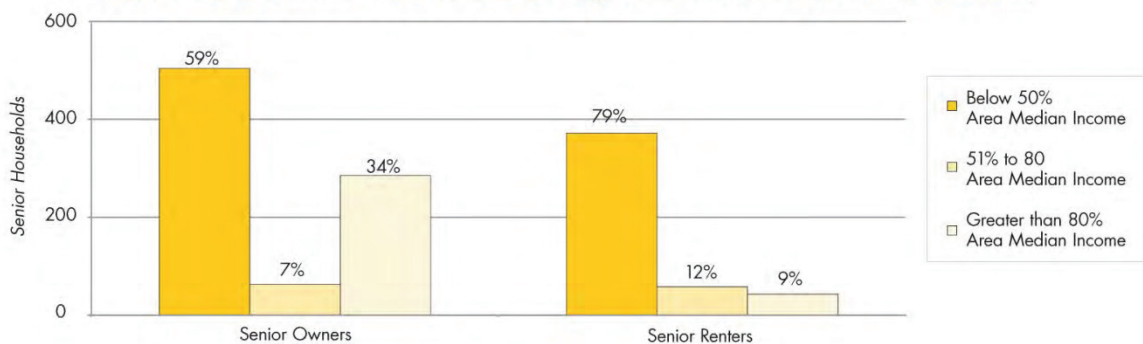
Source: Census Bureau American Community Survey 2007, Claritas 2007.

San Pablo Population by Disability Status (2000)



Source: Census 2000

San Pablo Senior Households by Tenure and Income (2000)



Source: State of the Cities Data System, CHAS data

SAN PABLO GENERAL PLAN UPDATE

Housing Needs in San Pablo

Addressing Regional Housing Needs

The Regional Housing Needs Allocation (RHNA, pronounced "REENA") process, managed by the California Department of Housing and Community Development (HCD), assigns each region (for San Pablo the region is the nine-county Bay Area) a number representing the amount of housing needed, for all income groups, based on existing need and expected population growth. Regional bodies (in our case the Association of Bay Area Governments (ABAG)) then assign responsibility for a portion of the RHNA to each jurisdiction in the region.

Regional Housing Needs Allocations in Contra Costa County and selected cities 2007-2014

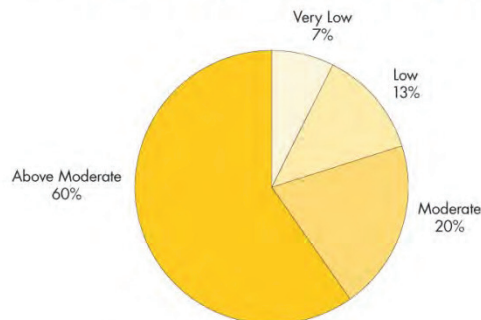
Jurisdiction	Very Low	Low	Moderate	Above Moderate	Total
Contra Costa County (All)	6,512	4,325	4,996	11,239	27,072
San Pablo	22	38	60	178	298

Income Thresholds for Affordability Categories

Category	Definition	Income	San Pablo RHNA Allocation (Housing Units) 2007-2014
Extremely Low	less than 30% of AMI	<\$25,850	
Very Low	30-50% of AMI	\$25,851-\$43,050	22
Low	50-80% of AMI	\$43,051-\$66,250	38
Moderate	80-120% of AMI	\$66,251-\$103,300	60
Above Moderate	Over 120% of AMI	>\$103,301	178
Total			298

Definitions of affordability are established by HUD and based on Area Median Income (AMI), which for a family of four in Contra Costa County is \$86,100. The table to the right displays income categories, the local equivalent incomes, and the RHNA allocation for each income level.

San Pablo Regional Housing Needs Allocation (RHNA) 2007-2014



The housing element must include an inventory of specific sites that are available and suitable to accommodate the RHNA during the planning period.

SAN PABLO GENERAL PLAN UPDATE

Affordable Housing

What does affordable housing look like?



**Villa Montgomery
(Redwood City)**
Density: 94 units/acre
Site Size: .6 acres
Total Units: 58



**Southside Park
(Sacramento)**
Density: 20 units/acre
Site Size: 1.27 acres
Total Units: 25



Lorin Station (Berkeley)
Density: 47 units/acre
Site Size: .3 acres
Total Units: 14



**City Center Plaza
(Redwood City)**
Density: 46 units/acre
Site Size: 1.8 acres
Total Units: 81



**CityWalk Townhomes
(Hayward)**
Density: 28 units/acre
Total Units: 77



**Daybreak Grove
(Escondido)**
Density: 16 units/acre
Site Size: .84 acres
Total Units: 13



**Franklin Street Apartments
(Redwood City)**
Density: 46 units/acre
Site Size: 4.5 acres
Total Units: 206



**Frank G. Mar Community
Housing (Oakland)**
Density: 129 units/acre
Site Size: .91 acres
Total Units: 119



**Giant Road Apartments
(San Pablo)**
Density: 19 units/acre
Total Units: 84

Myths and Facts About Housing

1

MYTH

People who live in high-density and affordable housing won't fit into my neighborhood.

FACT

People who need affordable housing already live and work in your community. Teachers, non-profit workers, and even our own children may want to live here, but cannot afford it.

2

MYTH

Affordable housing creates more parking and traffic problems.

FACT

All new housing can cause more traffic, but on average, people who live in affordable housing own fewer cars and drive less.

3

MYTH

All high-density housing is affordable.

FACT

Not all high-density housing is affordable. In fact, many luxury residences are built at high densities. But, the average high density unit will be lower in price or rent than a single family residence of similar size and quality.

4

MYTH

Affordable housing reduces property values.

FACT

No study in California has ever shown that affordable housing reduces property values. Design and maintenance have more influence on property values.

5

MYTH

High-density and affordable housing undermine community character.

FACT

New high-density and affordable housing can be designed to fit into existing communities.

6

MYTH

Residents of affordable housing move too often to be stable community members.

FACT

When rents are guaranteed to remain stable, tenants move less often. Some affordable housing has the same turnover as single-family homes (10%).

SAN PABLO GENERAL PLAN UPDATE

Housing Constraints

Constraint:

Lack of Zoning Standards for Single Room Occupancy (SRO) Units

SRO units represent a housing alternative that is affordable to extremely low-income households. San Pablo's current Zoning Regulations does not have standards to regulate SRO units. The closest use that fit this category is the "Hotel and motel" use category. Using standards under the "Hotel and motel" category to regulate SRO units, however, is not ideal since they are not the same use. In response to this, the current Housing Element includes a program to promote SRO units and create standards for them in the Zoning Ordinance.

Housing Element Response:

Program H-2.1.7: Promote the development of Single Room Occupancy units (SRO) or efficiency units for extremely low-income Households, by establishing a definition and appropriate zoning standards, offering priority permit processing, and exploring funding sources to assist in their development. Establish a separate use classification for SROs for San Pablo Avenue, with no parking required for SROs if they are located on San Pablo Avenue.

Constraint:

Lack of Zoning Standards for Emergency Shelters, Transitional Housing, and Supportive Housing

In January 2008, a new law went into effect, requiring every jurisdiction in the State identify one or more zoning districts that allow emergency shelters and transitional housing without discretionary review (such as a conditional use permit).

San Pablo's Zoning Ordinance do not specifically state whether emergency shelters and transitional housing are allowed or disallowed in the City. To comply with new State housing law (Government Code Section 65583), the Housing Element includes a program to update the Zoning Ordinance and create standards for Emergency Shelters and Transitional Housing and allow their use in one or more district without discretionary review.

Housing Element Response:

Program H-3.2.2: Facilitate the development of emergency homeless shelters, transitional housing, and supportive housing facilities by amending the Zoning Ordinance to permit their use in the high density residential zone (R-4) and commercial and industrial zones by right, consistent with State law. Additionally, update the Ordinance's use classification to define emergency homeless shelters, transitional housing, or supportive housing facilities as "Community Care Facilities", and develop appropriate standards for them.

SAN PABLO GENERAL PLAN UPDATE

Housing Constraints

Constraint: **Strict Parking Requirements**

San Pablo's zoning code requires 2 parking spaces for each multifamily housing unit regardless of the number of bedrooms. This requirement is overly strict and can be a constraint to the development of affordable housing. A new program in the Housing Element calls for the reducing of parking standards to alleviate this constraint.

Housing Element Response:

Program H-1.6.2: Update the Zoning Ordinance to reduce parking standards, where appropriate along San Pablo Avenue to facilitate the development of multifamily housing consistent with the General Plan and the San Pablo Avenue Specific Plan.

San Pablo Ave is well served by transit, as such flexibility in parking standards may be a developed incentive.

Constraint: **Small lots**

Affordable housing developers generally need larger development sites, one acre or more, to make affordable housing development financially feasible. The housing opportunity sites identified in the Housing Element are mostly very small lots, less than half an acre. Fortunately, a vast majority of these sites are located next to each other, giving rise to the possibility of consolidation into larger development sites.

The Housing Element includes a program to encourage site consolidation.

Housing Element Response:

Program H-2.2.4: Facilitate lot consolidation. The City's proposed General Plan encourages high-density housing through the densities it allows and the development standards it imposes. The City will assist developers in finding opportunities for lot consolidation to maximize development potential in zones that allow multifamily development. The City will develop a program that: (a) targets sites along San Pablo Avenue and 23rd Street, (b) gives consideration to new, synergistic development activities, and (c) considers the common ownership of individual parcels.

SAN PABLO GENERAL PLAN UPDATE

Housing Policies

Policy H-1.1: Continue to provide low-interest, deferred loans to extremely low- to moderate-income property owners to rehabilitate their homes.

Program H-1.1.1: Continue to provide low-interest loans to extremely low- to moderate-income owner-occupied and rental property owners to bring units up to current building code standards, modify buildings for improved mobility of disabled and elderly persons, demolish irreparable secondary buildings, expand units to alleviate overcrowding and allow for general property improvements.

Program H-1.1.3: Continue to provide free technical assistance and counseling to approved loan applicant homeowners interested in developing plans and specifications for rehabilitation. Assist in monitoring construction.



Policy H-1.5: Continue to seek ways to create safer neighborhoods.



Program H-1.5.1: Continue the Police Department's participation in the review of Building Plans.

Policy H-2.1: Continue to encourage and assist with the development of affordable housing units.

Program H-2.1.2: Continue to maintain an inventory of vacant and underutilized sites available for extremely low- to moderate-income housing and make it available to interested developers.

Program H-2.1.3: Continue to promote the development of second units as an affordable housing alternative in single-family areas, with reduced setback requirements.

Program H-2.1.5: Continue to promote the development of affordable rental and cooperative family housing that provides on-site support services for lower income families through the use of available State and federal housing funds.



SAN PABLO GENERAL PLAN UPDATE

Housing Policies

Policy H-3.2: Continue to promote housing developments that meet the special needs of senior citizens, physically disabled, homeless, large families, and female-headed households.

Program H-3.2.2: Facilitate the development of emergency homeless shelters, transitional housing, and supportive housing facilities by amending the Zoning Ordinance to permit their use in the high density residential zone (R-4) and commercial and industrial zones by right, consistent with State law.

Program H-3.2.5: Create and adopt a Reasonable Accommodations Ordinance to provide persons with disabilities reasonable accommodation to rules, procedures and standards to ensure equal access to housing opportunities.



Policy H-4.1: Encourage the incorporation of energy conservation design features in existing and future residential developments to conserve resources and reduce housing costs.

Program H-4.1.1: Create an “Energy Improvement and Weatherization Program” to offer rehabilitation loans to extremely low- to moderate-income homeowners and seniors to improve the energy efficiency of their residence and/or replace existing energy inefficient appliances.



Program H-4.1.5: Facilitate environmentally sensitive construction practices by:

- Restricting the use of chloroflourocarbons (CFCs), hydrochloroflourocarbons (HCFCs), and halons in mechanical equipment and building materials;
- Promoting the use of products that are durable and allow efficient end-of-life disposal (recyclable);
- Requiring large project applicants to submit a construction waste management plan for City approval;
- Promoting the use of locally or regionally available materials; and
- Promoting the use of cost-effective design and construction strategies that reduce resource and environmental impacts.